

FIG. 1

QUESTION ID	QUESTION	RESP. 1	RESP. 2	RESP. 3	RESP. 4	RESP. 5	RESP. 6	RESP. 7	RESPONSE VARIANCE	INCLUSION VALUE
1	WHAT ASPECT OF OUR ORGANIZATION DO YOU MOST APPRECIATE ?	A	B	C	D	E	F	G	3.71	.95
2	WHAT IS THE MOST IMPORTANT ASPECT OF CUSTOMER SERVICE?	H	I	J	K	L	M	N	.20	.12
3	WHAT IS YOUR LOCATION'S DESCRIPTION?	O	P	Q	R	S	T	U	2.15	.73

...

FIG. 2

		309	310	311
	RESPONSE ID	RESPONSE	QUESTION	SELECTION RATE
302	A	LOCATION	1	.03
303	B	GOODS AND/OR SERVICES OFFERED	1	.05
304	C	PROMOTIONS	1	.10
305	D	CUSTOMER SERVICE	1	.75
306	E	REPUTATION	1	.12
307	F	STORE LAYOUT	1	.22
308	G	NONE OF THESE	1	.5

**FIG. 3**

400

202

WHAT ASPECT OF OUR ORGANIZATION DO YOU MOST APPRECIATE?

☐ LOCATION 302

☐ GOODS AND/OR SERVICES OFFERED 303

☐ PROMOTIONS 304

☐ NONE OF THESE 308

FIG. 4

500

204

WHAT IS YOUR LOCATION'S DESCRIPTION?

408 ☐ RURAL

☐ URBAN

☐ SUBURBAN

☐ NONE OF THESE 508

The figure shows a survey form 500. At the top, it asks 'WHAT IS YOUR LOCATION'S DESCRIPTION?'. Below this, there are four radio button options: 'RURAL' (labeled 408), 'URBAN', 'SUBURBAN', and 'NONE OF THESE' (labeled 508). The entire form is contained within a rectangular box labeled 204.

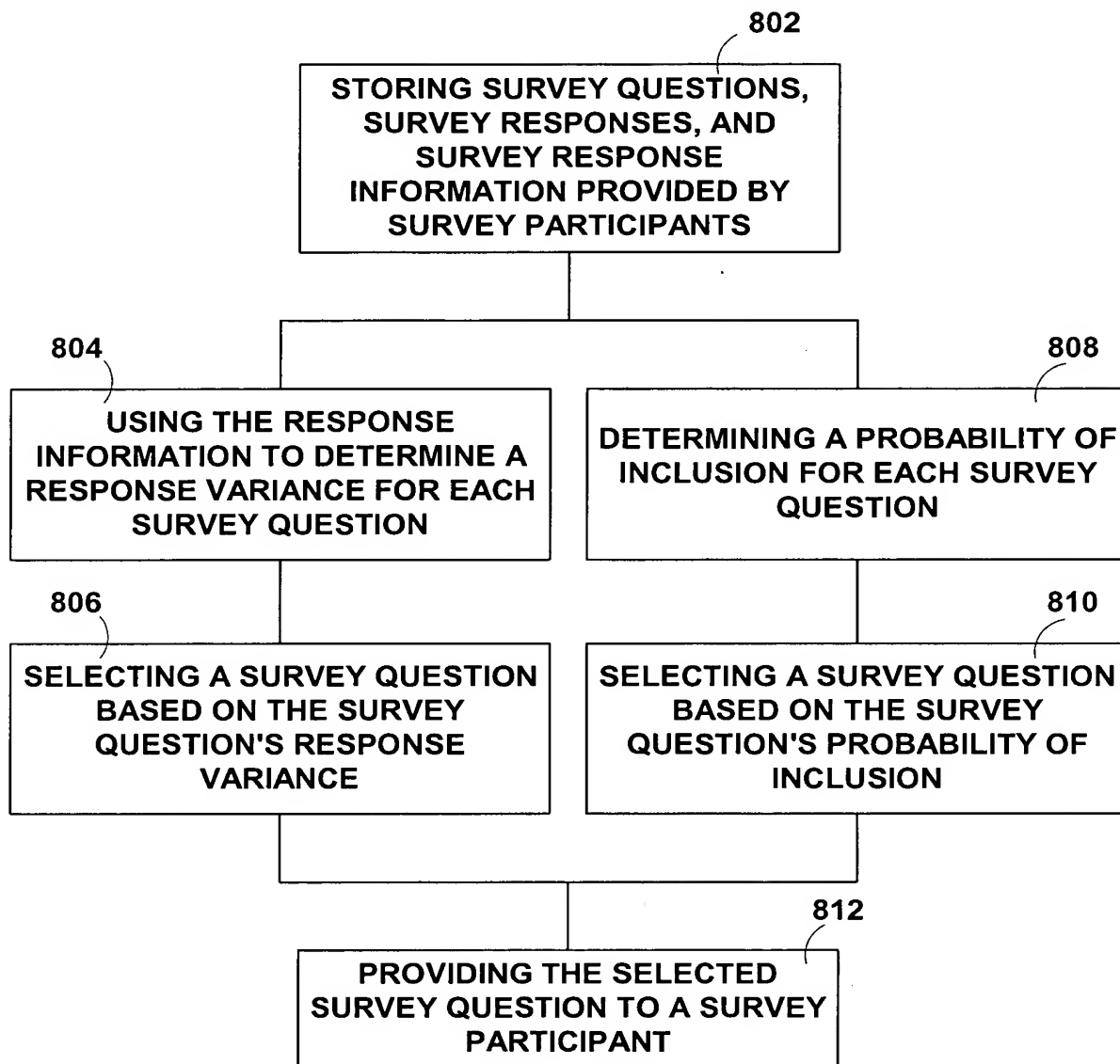
FIG. 5

RESPONSE	PRESENTATION COUNT	SELECTION COUNT	RESPONSE RATE
1	100	10	10%
2	75	5	7%
3	50	15	30%
4	50	5	10%
5	60	5	8%
6	80	10	13%
NONE OF THESE	100	50	50%

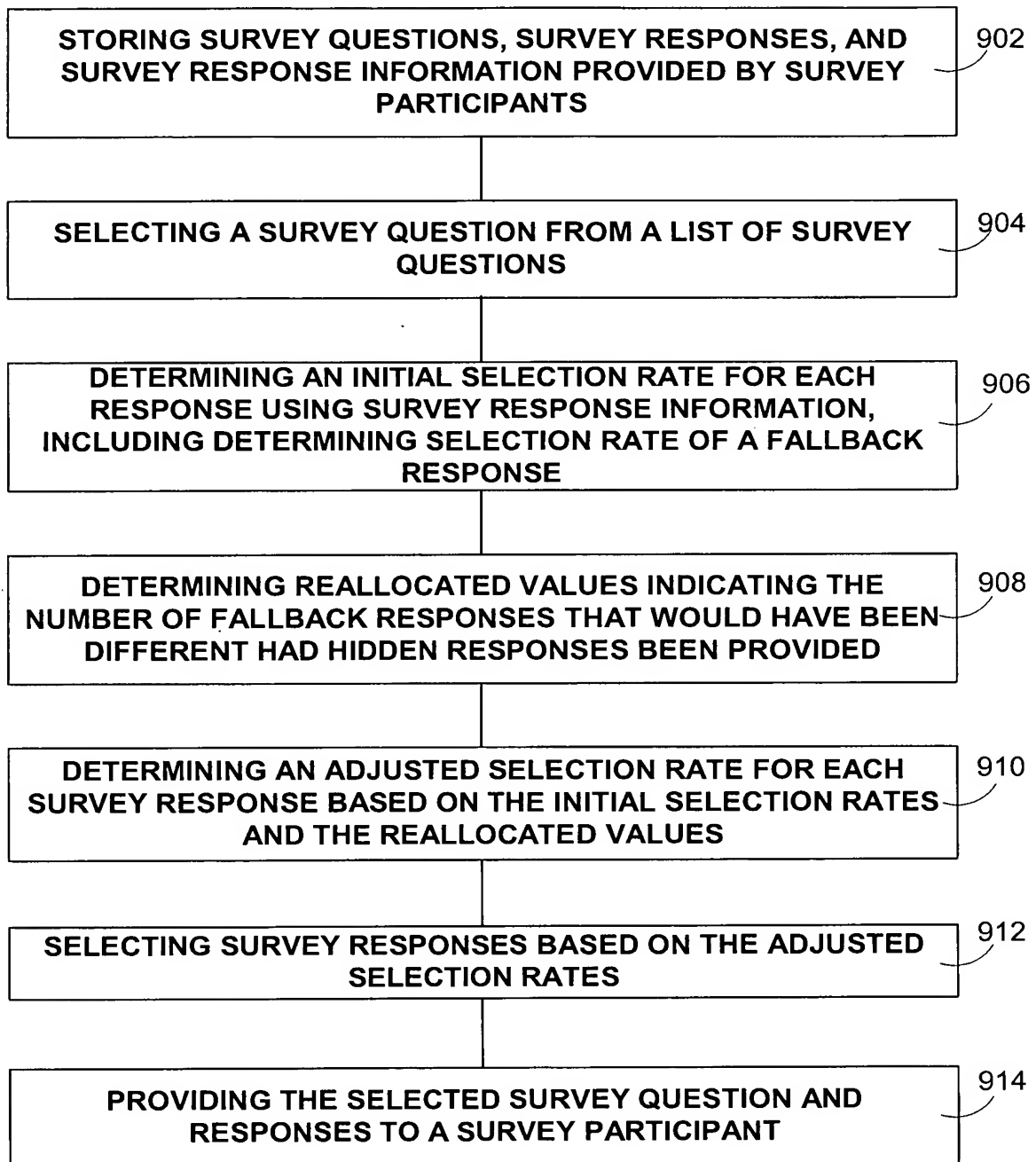
FIG. 6

RESPONSE	RAW PRESENTATION COUNT	RAW RESPONSE COUNT	RESPONSE RATE	SELECTION ADDER	ADJUSTED PRESENTATION COUNT	ADJUSTED RESPONSE COUNT	ADJUSTED RESPONSE RATE
1	100	10	10%	6	100	16	16%
2	75	5	7%	4	100	9	9%
3	50	15	30%	17	100	32	32%
4	50	5	10%	6	100	11	11%
5	60	5	8%	4	100	9	9%
6	80	10	13%	7	100	17	17%
NONE OF THESE	100	50	50%	----	100	7	7%

FIG. 7

**800****FIG. 8**



**900****FIG. 9**